

Kansas State Jobs Graphic Standards



INTRODUCTION

This Graphic Standards Manual sets guidelines for the appropriate treatment of the State Jobs logo. Everyone involved in the creation of communication materials should carefully study and apply these guidelines as we work together to ensure a cohesive, consistent and professional look for state employee recruitment efforts.

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THE KANSAS STATE JOBS LOGO

Big things happen when individuals with a strong work ethic, integrity and respect for others pursue a career in state government. Through their commitment to public service, these individuals make Kansas stronger and improve the quality of life for all Kansans. It takes a unique and distinct person to make this commitment – and it's a commitment worthy of a unique and distinct logo.

Proper and consistent use of the logo is essential to establishing and maintaining a strong Kansas recruitment brand image. The logo is unique. Do not re-create the logo. Use **ONLY** the original art provided.

THE KANSAS STATE JOBS LOGO



LOGO COLORS

The examples shown on this page and the following page are the **ONLY** acceptable color combinations permitted.

LOGO COLOR SPECIFICATIONS



KANSAS GOLD

(or PANTONE® 7409 C/U)

Process 0c 33m 98y 0k

RGB 241r 173g 2b



KANSAS BLUE

(or PANTONE® 281 C/U)

Process 100c 85m 0y 20k

RGB 0r 37g 105b

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

PREFERRED



ALLOWED



ALLOWED



ALLOWED



REVERSE APPLICATIONS

The logo may be reversed out of any color that provides enough contrast for it to read clearly. It may also be reversed out of a photograph as long as there is adequate contrast and if the detail in the photo does not obscure the logo.

In either case, the preferred version is gold and white (top example), as long as the gold star ribbon contrasts well with the background image.



LOGO AND TAGLINE/WEB SITE USE

In certain instances, agencies may want to tie in the “Making Big Things Happen” tagline or Web site with the logo for emphasis. In these cases, two different graphics may be used (shown on the right).

It is also allowable to use the tagline or Web site graphic separately. When doing so, be sure the logo and tagline or Web site are as far away from their normal relationship as possible (see folder example on page 13).

All references to the Web site should be consistent and listed as **jobs.ks.gov** (all lowercase, no www or http://).

LOGO WITH TAGLINE



LOGO WITH WEB SITE



TAGLINE

Making Big Things Happen

WEB SITE

jobs.ks.gov

LOGO STAGING AREA

Staging refers to the amount of clear space surrounding the logo. Adequate staging achieves separation from other elements such as images, copy blocks, headlines and the edge of the page. Ample staging will set off the logo with impact.

Whenever possible, be sure to maintain the ideal staging area shown here.

IDEAL STAGING AREA



W = WIDTH OF THE LETTER K

H = HEIGHT OF THE LETTER K

GRAPHICS ON PREMIUM ITEMS WITH LIMITED IMPRINT ITEMS

The Kansas State Jobs logo should be used on premium items, etc. whenever possible. However, there may be some instances when it is not possible to use the entire logo as it was created. In these instances, the Recruitment Brand Steering Team will determine the best way to present the necessary information as close to the graphic standards as possible.

UNACCEPTABLE LOGO APPLICATIONS

To ensure a consistent visual brand image, it is important to use only the artwork as provided. This artwork should never be altered.



Do not overprint or reverse out of busy backgrounds.



Do not customize tagline.



Do not substitute other fonts.



Only use the approved colors outlined in this document.



Elements that make up the logo should not be rearranged.



Do not add elements to the logo.

KANSAS STATE JOBS FONTS

There are three font families approved for the Kansas State Jobs brand: Futura, Arial and Times New Roman. Limit use to these three fonts to ensure a consistent and identifiable look.

Futura or Arial is the preferred font for the majority of uses such as ads, collateral, signage, banners, etc. A sampling of the fonts within the Futura family appears to the right.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Futura Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Light Italic

KANSAS STATE JOBS FONTS (continued)

Futura is not a standard font on new computers. It would have to be purchased separately from a font vendor such as myfonts.com or fonts.com.

If agencies do not wish to purchase this font, Arial should be used as an alternative. A sampling of the Arial font appears here.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Arial Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Arial Bold Italic

KANSAS STATE JOB FONTS (continued)

Times New Roman is the preferred font for body copy in collateral materials and other long text documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Times New Roman Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Times New Roman Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Times New Roman Bold Italic

ELECTRONIC MEDIA

Arial is the preferred font for use in electronic media such as Web sites and e-mail.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Bold

APPLYING THE GRAPHIC STANDARDS

The following examples show how the State Jobs logo can be incorporated into a variety of promotional materials. By applying the guidelines presented on the previous pages and by avoiding unacceptable applications (see page 8), all materials produced for state employee recruitment efforts will take on a consistent, professional look.

The Kansas Brand Toolkit is a resource provided by the Kansas Department of Commerce to make the state brand easily accessible to agencies and organizations interested in incorporating it into their own materials. The Toolkit, which includes an Ad Builder and Photo Library, is available at **www.thinkkansas.com/toolkit**.

The Ad Builder makes it easy for agencies to create an ad that includes a customized message, logo and contact information with colorful photography. The Photo Library provides many dramatic photographs of Kansas for use in ads, brochures, web sites or other materials. To start using the Kansas Brand Toolkit, simply visit, www.thinkkansas.com/toolkit and fill out a user application. Once you receive approval, you'll have full access to all of the Toolkit features and resources.



KANSAS
STATE JOBS
Making Big Things Happen

- **Juvenile Justice Authority**
Applications Developer II

Prefer education/training in
Visual Basic, VBA, SQL, XML,
and SQL 2000 Server

Contact - Rochel Towle
Phone: (785) 296-4273

See this job and all vacancies at:
jobs.ks.gov

EOE



KANSAS
STATE JOBS
Making Big Things Happen

- **Kansas Health Policy Authority**
Employment Specialist
- **Banking Department**
Administrative Officer
- **Attorney General - KBI**
Special Agent

See these jobs and all vacancies at:
jobs.ks.gov

EOE

NEWSPAPER ADS



APPLY NOW FOR TAX SEASON TEMPORARY JOBS

JANUARY - APRIL 2007

Recruiting dependable, punctual people who are interested in temporary or part-time (20/hr. week minimum) employment beginning January 2007.

JOBS AVAILABLE

Mail Opening (\$8.83/hr.) Located at Docking State Office Building

- 7 a.m. - 3:30 p.m. (only full-time day shift available)

Data Entry (\$9.26/hr.) Located at Docking State Office Building. Requires keyboarding and/or ten-key operation. A skills test is required to be taken at the Topeka Workforce Center: 1430 S.W. Topeka Blvd., Topeka, KS • (785) 235-5627

- 7 a.m. - 3:30 p.m. (day shift available)
- 4 - 8 p.m. (part time, but may not start until April. Any hours worked after 6 p.m. earn an additional \$.30/hr.)

APPLICATION INFORMATION

Pick up or complete the application packet at:

Kansas Department of Revenue
Personnel Services
915 S.W. Harrison, Room 191
Docking State Office Building
Topeka, KS 66612
Phone: (785) 296-3077

OR

Topeka Workforce Center
1430 S.W. Topeka Blvd.
Topeka, KS 66612
Phone: (785) 235-5627

Return application packet to the Kansas Department of Revenue at the above address.

THE DEPARTMENT OF REVENUE LOOKS FORWARD TO HEARING FROM YOU!

*Current State of Kansas employees are not eligible for these positions. E.O.E.

FLIER



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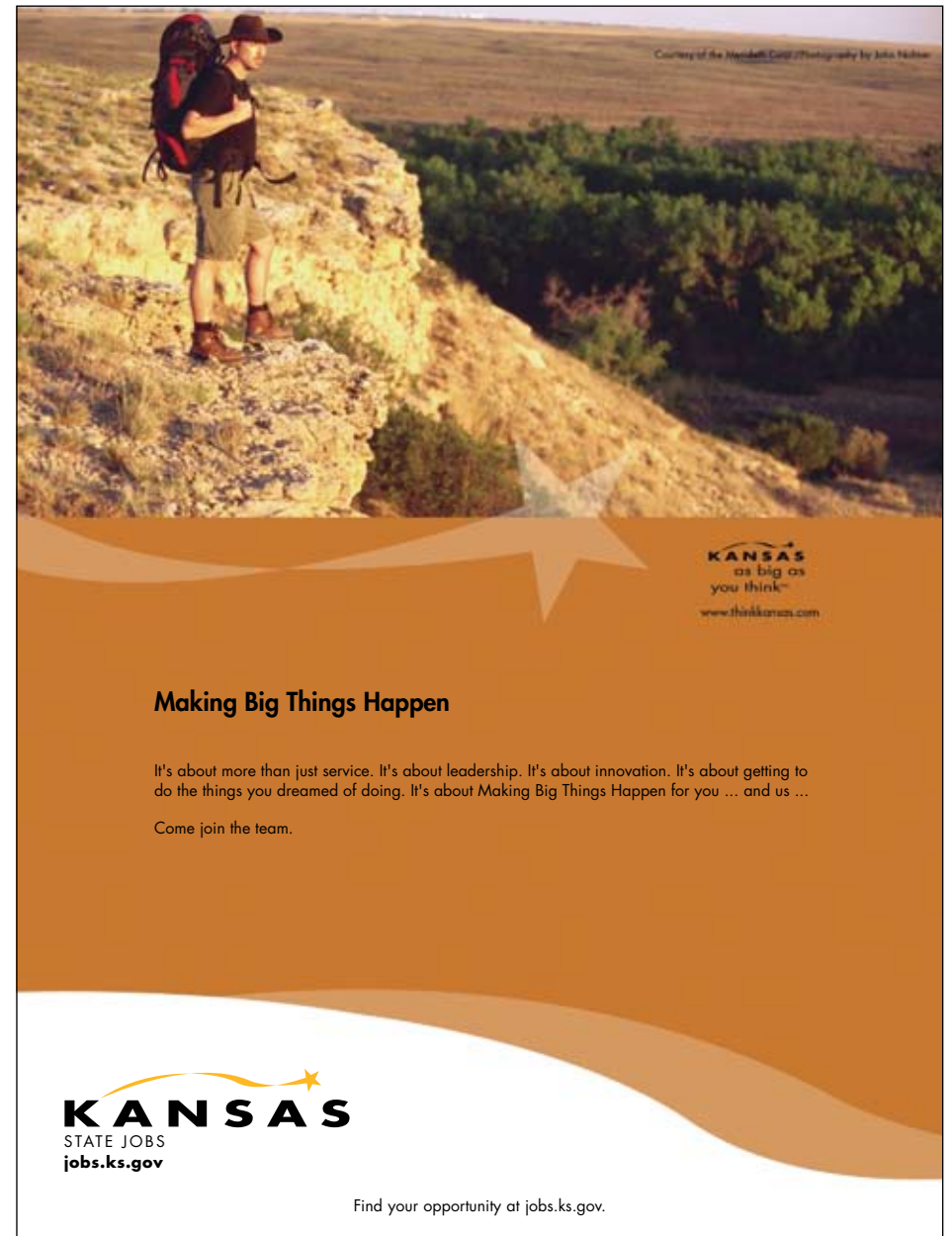
THE DEPARTMENT OF REVENUE LOOKS FORWARD TO HEARING FROM YOU!

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FLIER



FOLDER



JOB FAIR FLIER - FRONT

Making Big Things Happen...

The State of Kansas as an employer is much more than you might expect. Today's government workforce is diverse, customer-service oriented, innovative, flexible, and full of great opportunities. Opportunities abound in Kansas state government. Where else can you find:

- Over 600 job classifications
- 115 agencies with unique missions
- Employment opportunities throughout the state
- Growth and development opportunities

We have opportunities for all majors, including...

- Science fields - engineering, chemistry, nursing, geology, environmental studies
- Human service fields - education, social work, juvenile justice
- Public safety fields - law enforcement officers, corrections officers, park rangers
- Business accounting fields - business management, human resources, information technology, legal, accounting
- And much, much more!

Joining the team also means:

- Medical, dental and vision coverage
- Retirement benefits
- Discounts at your favorite businesses
- Flexible spending accounts
- Life/work balance
- Work schedules to meet your needs
- Training
- Advancement opportunities throughout State of Kansas government
- And a whole lot more

Visit us online at jobs.ks.gov.

